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5. The method of claim 1, further comprising an act of:

(D) receiving an initial ratee reputation signal indicating a ratee reputation of the first user prior to the reception of the first rating,

/ wherein act (C) comprises:

(1) generating a ratee reputation adjustment from the first rating and the first rater reputation signal; and

6. The method of claim 5, further comprising acts of:

wherein act (C) further comprises:

7. The method of claim 5, further comprising acts of:

(F) subtracting the expected rating from a value of the first rating signal to produce a rating difference,

wherein, if the rating difference is a negative value, then the ratee reputation adjustment is a negative value, thereby resulting in a decrease in the ratee reputation of the first entity from the initial ratee reputation.

(D) determining whether to transact with the first entity based on the determined ratee reputation of the first entity.

(D) determining a price to pay for a good or service offered by the first entity based at least in part on the determined ratee reputation of the first entity.

10. The method of claim 1, further comprising an act of:

(D) determining a price to pay for insuring a quality of a good or service offered by the first entity based at least in part on the determined ratee reputation of the first entity.

11. A system for determining a ratee reputation of a first entity, the system comprising:

a ratee reputation generator to receive as input a first rating of the first entity by a second entity, to access one or more rater reputations comprising a first rater reputation of the second entity as a qualitative rater of other entities, to generate a ratee reputation of the first entity by combining the one or more rater reputations and the first rating, and to provide as output the generated ratee reputation.

12. A system for determining a ratee reputation of a first entity, the system comprising:

means for receiving a first rating of the first entity by a second entity;
means for accessing one or more rater reputations, a first rater reputation of the one or more rater reputations being a first rater reputation of the second entity as a qualitative rater of other entities; and
means for generating a ratee reputation of the first entity by combining the one or more rater reputations and the first rating.

13. A computer program product comprising:

a computer readable medium; and
computer readable signals stored on the computer readable medium that define instructions that, as a result of being executed by a computer, instruct the computer to perform a method of determining a ratee reputation of a first entity, the method comprising:

(A) receiving a first rating of the first entity by a second entity;

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(B) accessing one or more rater reputations, a first rater reputation of the one or more rater reputations being a first rater reputation of the second entity as a qualitative rater of other entities; and

(C) generating a ratee reputation of the first entity, comprising:

(1) combining the one or more rater reputations and the first rating.

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